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Mrs. Asmus' Cub Scout den collected enough empty Clark Gum Packs to protect 500 UNICEF kids from smallpox.

This year, lots of groups like Mrs. Asmus' are collecting empty Clark and Di-et Gum packs to help needy children through UNICEF.

For each empty pack sent in, Clark contributes 2½ cents to UNICEF.

That probably doesn't mean much to you, but to these children who have nothing it means a lot. Clark Gum packs will buy food, vitamins, and thousands of other things UNICEF kids need.

Just one empty pack of gum will buy a quart of milk. Two empty packs will buy enough vaccine to protect a child from diphtheria, whooping cough, and tetanus. Three empty packs will protect a child from malaria for a year.

It only took one week for Mrs. Asmus' Cubs to collect 250 empty packs. That's enough to provide smallpox shots for 500 kids. But 500 kids are only a small percentage of those that need your help.

Encourage your club or organization to do its share. Make empty Clark Gum packs for UNICEF your group's special project.

Give more than your sympathy!

Send your wrappers to: Clark Gum Wrappers for UNICEF, P.O. Box 9751, St. Paul, Minnesota 55177.

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